



Online Flash Sales, Outlets and Specialty Brand Stores

How Top Retail Brands are Launching Secondary eCommerce Sites

A growing number of retailers and manufacturers are launching online flash sales, outlets, and specialty stores as a critical component of their multi-channel sales strategy. These online channels are proving to be one of the easiest and most effective ways for large retailers to liquidate inventories, sell surplus stock, or launch secondary brands or product lines targeting specific customer segments.

However, launching and managing multiple sites can be challenging to do quickly and cost-effectively. While retailers are recognizing the importance of segment-focused channel strategies, many find it difficult to justify and secure budget and technical resources required to launch and operate multiple sites. Flash sales, for example, not only require that a site be created and launched quickly to meet the timing of the sale, but also that the underlying technology platform can scale to handle the sudden spikes in site traffic.

Advancements in cloud-based eCommerce platforms have dramatically reduced the time-to-market for businesses looking to launch a fully functional online retail channel. Furthermore, these platforms can be implemented quickly with minimal disruption to their existing eCommerce business. While most major retailers already have an online presence—with many selling direct to consumers online—more and more are discovering that building on a third-party platform like Amazon Webstore allows them to create a secondary site to target specific customers, address new channel opportunities, or target new high-profit segments quickly enough to meet the needs of the business.

Examples of this include:

- **Flash Sales:** Short-term liquidation sales, including limited-time seasonal or one-off sales, that focus on quickly selling off specific inventory items or seasonal sales inventory—often in just a few days—without cannibalizing the company’s main business.

[See how Amazon Webstore’s technical infrastructure can support flash sales >>](#)

- **Outlet Stores:** Always-open online “outlet” stores, offering discounted inventory that may be out of season or discontinued, that provide a consistent channel to liquidate excess inventory.

[See how Marks & Spencer, one of the largest retailers in the UK, launched its highly-successful outlet store >>](#)

- **Specialty Brand Sites:** Individual sites for each of the retailer’s unique brands targeting specific segments or audiences, or a new direct-to-consumer channel for manufacturers with multiple brands/product lines.

[See how Fruit of the Loom went direct to consumer with several key brands >>](#)

[See how La-Z-Boy gave its Outdoors brand room to breathe on its own site >>](#)

How Amazon Webstore enables businesses to succeed in these types of sales:

Amazon Webstore is a full-featured eCommerce platform enabling sellers to build a custom-branded eCommerce site on their own domain, using Amazon technology and selling expertise. With Amazon Webstore, sellers leverage the strength and reliability of the Amazon infrastructure for their own direct-to-customer businesses. For online flash sales, outlets, and specialty stores, this includes:

- **Fast time-to-market:** Amazon Webstore is a turnkey eCommerce solution for businesses that want to add an online retail channel quickly—as is generally the case for seasonal or flash sales. Amazon Webstore sites are fully integrated with Amazon payment processing technology, including fraud protection, and are able to use Fulfillment by Amazon for order fulfillment—all from a single platform.
- **Scalable platform:** Flash sale events can drive tremendous volumes of traffic in a very short timeframe. These spikes can bring down existing eCommerce systems or cause businesses to over-invest in technical infrastructure that is unused when sales are not running. Amazon Webstore is built on Amazon's cloud, which can scale to handle dramatic traffic spikes without affecting performance and prevent lost sales. Webstore's cloud-based architecture eliminates the need to acquire additional hardware, reducing the technical investment necessary to run a successful flash sale.
- **Cost-effective pricing:** It can be difficult to justify resources and budget for launching and operating specialty sites, as they are often secondary to the primary channels. Amazon Webstore's variable cost, performance-based pricing reduces the risk associated with starting a secondary site whose success can be difficult to forecast before launch. Webstore's SaaS-based platform allows businesses to launch multiple sites without increasing infrastructure costs.
- **Increased operational efficiencies:** Most businesses have resource constraints, especially when competing with the needs of their primary channels. Amazon Webstore's turnkey solution provides everything they need to efficiently operate an eCommerce site, including payments processing, traffic driving features, security, fraud detection, technical platform monitoring and optimization.
- **Leverage Amazon's full commerce offerings:** Amazon Webstore sellers have the option of integrating with other Amazon offerings, including Fulfillment by Amazon and the Amazon Marketplace. Order fulfillment for sales on both a standalone Webstore site and on the Amazon Marketplace can be handled by Amazon's fulfillment service, meaning orders are picked, packed and shipped from Amazon warehouses—dramatically simplifying your direct to consumer business operations. Sellers can also optionally offer Amazon Prime shipping benefits to their customers and support Amazon checkout options to increase conversion on their sites.

Some of the largest retailers and brands in the world rely on Amazon Webstore. See just a few examples of how Amazon Webstore is helping businesses succeed with flash sales, specialty stores, and outlets:

Marks & Spencer Outlet

<http://outlet.marksandspencer.com>

Marks & Spencer is a major retailer of clothing, shoes and housewares in the UK, and they launched the M&S Outlet in early 2012. The site uses Amazon-branded checkout—allowing shoppers to use their existing Amazon account to purchase—and Fulfillment by Amazon.

With Amazon Webstore as their eCommerce platform Marks & Spencer can consistently accommodate high levels of traffic and liquidate seasonal inventory without diluting the product offering or customer experience on their primary site.

The screenshot shows the Marks & Spencer Outlet website. At the top, the M&S OUTLET logo is on the left, and navigation links (Welcome! | Sign Out | Your Account | Help | marksandspencer.com) and a search bar are on the right. Below the logo, a horizontal menu lists Women, Lingerie, Men, Kids, and Home. A banner below the menu reads 'M&S PRODUCTS - OUTLET PRICES - CHECKOUT AND DELIVERY BY amazon'. The main promotional area features a large red box on the left stating 'up to 50% off original main store price' and 'Plus a further 20% off Holiday shop', with links to 'Shop Women's Holiday Shop' and 'Shop Men's Holiday Shop'. To the right of this is a photo of a man and a woman in casual clothing. Below the main banner are two smaller promotional boxes: 'Up to 40% off Women's dresses' and 'Up to 40% off Men's Nightwear', both with 'Plus a further 20% off selected' and links to view the respective categories. At the bottom, there's a 'New Arrivals' section with a 'Most popular' tab selected, displaying five clothing items with 'QUICK INFO' links: Pure Cotton V-Neck, Scoop Neck Floral, Per Una Roma (two items), and Indigo Collection.

M&S OUTLET

Women | Lingerie | Men | Kids | Home

M&S PRODUCTS - OUTLET PRICES - CHECKOUT AND DELIVERY BY amazon →

up to **50% off**
original main store price

Plus a further 20% off
Holiday shop

→ Shop Women's Holiday Shop
→ Shop Men's Holiday Shop

Up to 40% off
Women's dresses

→ View Women's Dresses

Plus a further 20% off
selected

Up to 40% off
Men's Nightwear

→ View Men's Nightwear

Plus a further 20% off
selected

New Arrivals | Most popular

Pure Cotton V-Neck
→ QUICK INFO

Scoop Neck Floral
→ QUICK INFO

Per Una Roma
→ QUICK INFO

Per Una Roma
→ QUICK INFO

Indigo Collection
→ QUICK INFO

La-Z-Boy Outdoor

<http://lazboyoutdoor.com>

La-Z-Boy Outdoor is an example of a large manufacturer—in this case, La-Z-Boy is one of the U.S.'s largest producers of home furniture—launching a specialty site to sell niche products to a specific market. La-Z-Boy drives traffic to the site through marketing efforts tailored to the outdoor furniture audience—which may be significantly different from the market of their core products.

With Amazon Webstore as their eCommerce platform La-Z-Boy has been able to cost-effectively launch and run their secondary site.

The screenshot shows the La-Z-Boy Outdoor website. At the top, the logo "LA-Z-BOY OUTDOOR" is displayed. To the right, there are links for "Welcome!", "Sign Out", "Your Account", and "Help". Below the logo is a search bar with a "Go" button. To the right of the search bar, it says "0 Item(s) in My Cart" and "Checkout". A navigation bar contains links for "Outdoor Patio Collections Online", "Outdoor Patio Pieces Online", "Exclusive Retail Collections", "About Us", "Customer Care", and "Contact Us". Below the navigation bar, a banner reads "FREE SHIPPING to the Continental US on all La-Z-Boy Outdoor Online Purchases". The main content area features two large images: a couple embracing and a patio set with a table, chairs, and an umbrella. Below these images is a carousel of four product thumbnails, each with a price and a sale price.

Product	Original Price	Sale Price
Single Chair	\$799.00	\$499.00
Four-Seat Table Set	\$2,999.00	\$1,999.00
Round Table Set	\$2,499.00	\$1,499.00
Sectional Sofa	\$4,064.00	\$2,764.00

Fruit of the Loom

Russell Athletic: <http://shop.russellathletic.com/>

Russell Outdoors: <http://www.russelloutdoorsgear.com/>

Fruit of the Loom is the parent brand over several well-known brands, including Russell Athletic and Russell Outdoors. While these brands have typically only been offered through retail channels, Fruit of the Loom chose to also sell these products direct to consumers by launching individual sites for both of the Russell brands using Amazon Webstore.

Webstore's technology allows parent companies to easily launch and maintain multiple sites. Additionally, Webstore's self-service features allow these sites to be smoothly operated and maintained without needing lots of additional personnel or resources.

Welcome! (Sign Out) Your Account Help

Search

Shop Outdoor Guide Base Camp Where to Buy Contact Us Sign Up

RUSSELL OUTDOORS

EXPLORE YOUR LIMITS

FREE STANDARD SHIPPING
on all orders
OVER \$50
0 item(s) in My Cart
CHECKOUT

LET'S GO FISHING

APX LIGHTWEIGHT PANT
shop now

APX REFLECTOR MOCK
shop now

FISH in STYLE
shop now

NEW PRODUCTS: altree AP® Camo Products Realtree Max-1® Camo Products Realtree Max-4® Camo Products Kings Camo Pattern Products

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EXPLORE YOUR LIMITS™
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RUSSELL OUTDOORS

Flash Sales

Flash sales are, by definition, short-lived and intense. Because Amazon Webstore is built on the Amazon cloud, the platform can scale to handle the major traffic spikes that accompany a successful flash sale.

Recent flash sales built on Amazon Webstore have handled traffic loads of over 150,000 concurrent users on the site and resulted in millions of dollars in revenue in a single day. While this level of peak traffic can bring down other eCommerce platforms, Webstore's servers scale to accommodate the influx of visitors. In addition to handling traffic spikes, sites built on Amazon Webstore can handle thousands of transactions per second, making Webstore a scalable and reliable platform for even the most successful flash sales.

How to get started with Amazon Webstore

To get started with Amazon Webstore to power your flash sale, outlet store, or specialty site, visit the Webstore site at <http://webstore.amazon.com>, or [contact the Amazon Webstore team directly](#).